

**Shawn Hill 0:03**

Welcome into another edition of the Nice Job Podcast. I'm your host, Sean Hill, Episode 66 Coming your way as we move right along here in season three, hope you're enjoying our guests and our topics thus far, we would love for you to leave a review on our podcast, you can go to Apple podcast, Google podcast, wherever you are listening to this, we would love for you to show little love in a review. And be honest with your feedback. We always talk about that. It will help us improve the show and make it that much better. You can also drop us comments in our email [podcast@nicejob.com](mailto:podcast@nicejob.com). All right, let's see who our guest is today.

**Barry Moltz 0:41**

Hi, it's Barry mold, small business Starship Commander,

**Shawn Hill 0:45**

Whoa! Starship Commander. Well, I hope we can listen to this episode at ease. Barry what exactly we're gonna be talking about today,

**Barry Moltz 0:52**

You know what you sell people can get anywhere. That's why I'm going to show you how you can focus on the customer experience. So your customers keep coming back for more.

**Shawn Hill 1:02**

Now, that is a great thing for you to be listening to. That is the core of reputation marketing, having a great customer experience. So let's dive into my conversation with Barry Moltz. In this particular episode, we're going to talk about something around reputation. Yes, for a Reputation Marketing podcast. So you think we talked about that each and every episode, but we actually haven't explored the topic. And you don't want to hear from the rotation marketing software company about reputation. So we sought the experts on a lot of business topics. But this one in particular, I know he's gonna give great insight on and every single episode, I say I'm excited about the guest, a say I'm excited about the topic, but it's always true. I'm in a great position to talk to great people and sort of pick their brain. Hopefully you come along the journey and learn some things with me. So let's dive in. After that sort of preamble, it's time to introduce our guests is Barry malts, and I asked I always ask our guests just make sure to tell the correct what they want. And he gave me his official title, which is Starship Commander. And if you are running a business, that's probably what it feels like that you're in command of this big ship. And maybe there's too many buttons, maybe there's too many features. Well, we got the commander here. So commander, thank you very much for joining us on The Nice job podcast.

**Barry Moltz 2:14**

Thank you. And you usually don't have a Scotty or a Spock or a bone or something like that. And I have to say, I always say I'm excited to be here when everyone interviews me. But right now I'm really excited to be here.

**Shawn Hill 2:25**

Awesome. So we got double excitement going. So if you weren't ready to get to tune in for a full episode now, the excitement level is off the charts. Barry, normally when you'd have an interview like this, perhaps if our audiences are familiar with a guest who wants to run through some backstory, run through some history. But sometimes I find people go a little bit too far back like, Well, I was born in this hospital. And my mom did this for learning like that. So I want to fast forward a bit and try to either pinpoint a moment if it's there in your history, when you started to feel that you have a lot of knowledge that was worthy of sharing, right? Because everyone goes through a personal journey. You're doing things for your family manager yourself. But then there's somebody taking that extra step and you've gone on, you're an author, you host your own podcast, was there a moment where you're like, you know what, I really want to start sharing what I know with other people.

**Barry Moltz 3:10**

Yeah, I think when I sold my last business, my wife said to me, if you want to stay together, no more businesses, because we had gotten kicked out of business. We've gotten into business. And we sold the last business. She said, That's it. I've been through too many highs and lows. And at that point this was right after the internet bubble of the late 90s. I thought it's something to share. Because at that point, Sean, people thought, well, I got to actually sell my businesses, scratch a couple ideas down on a napkin and sell them to a VC for millions of dollars. And in my first book, which is called you need to be a little crazy, the truth about starting your own business is that it is a great journey. But there's a lot more to it than that. And there's a lot of ups and downs. And that's part of the fun of it.

**Shawn Hill 3:54**

And looking back, obviously, you tried to do a tiny bit of research at the time and actually as cold as possible. But you know, just wanna make sure not enough is looking at some of the titles of your books and some of the topics you really see the evolution of business throughout. And it's always a universal truth that things are going to go through change and go through shifts. But do you think there's a little bit of cyclical nature and where i am going with this is in our topic of reputation today is in a digital world, word of mouth still exists, but it changes but that feels like that core concept of having a good reputation has always remained so in your mind how cyclical business, or how much is it actually continuously moving forward and evolve?

**Barry Moltz 4:33**

Well, I think the themes are exactly the same. They just get implemented in different ways. Right? So word of mouth was always there. Someone recommended someone to someone else, right? You skipped all those other layers you went to a trusted advisor. Now someone that we don't know if they write a great review on a website, you trust that almost as much as if someone you didn't know, so the tactics just change but the same thing that people feel is always there.

**Shawn Hill 5:03**

And do you think it's even more important as we've shifted to almost a broadcast society? I mean, anyone with a phone now has an HD camera can put out any message. And people out of nowhere seem to get these large platforms where, some kid in the Midwest all of a sudden has a million followers on Tiktok. It's quite an audience. So we talked about amplifying your customers' voices. I feel like that's kind of especially more important because they become their own broadcast.

**Barry Moltz 5:27**

And I keep thinking and we used to call people that used to share a lot and recommend a lot of folks as sneezers, right? If you think about it, when you sneeze, it goes all around, whatever you just go around people that write to you, but now people have huge megaphones. I mean, this idea of misinformation, truth, whatever it is recommendations, they've always been there throughout society. But now the megaphone has just got bigger and communication spreads that much faster. Sean,

**Shawn Hill 5:52**

so in the world of influencers, right, because there's some people now that have gotten savvy and they understand that some you're getting paid to make a brand. How do you still get great amplification of organic reviews? I don't think anyone's expecting Mary down the street to be an influencer. But at the same time, I think people have gotten a little bit more investigatory when it comes to looking at testimonials on a website trying to figure out was that copywriting? Or is that true, in your mind when you strategize a tactic of how to make sure that you're getting the best amplification of organic reviews?

**Barry Moltz 6:21**

First of all, you've got to ask, and you've got to continually ask, and you need to have a mechanism to continually ask. Unfortunately, asking for reviews, asking for referrals is always second, always takes the backseat for so many companies, because there they get a new customer their service in and then go out to get another new customer. They don't think about trying to get a review at every stage during the process. And if you don't have a mechanism, like in any part of marketing, to actually do it, what I call automagically or consistently, it's never going to happen. And I don't think marketing influencers or small business influencers, they're important. But I think people are pretty savvy, they want to look at it, they want to say, how many reviews does this thing have? Does it have at least 20? Or 30? Reviews? And are some of them bad? And if they are bad? What did the company do about it? I know I use TripAdvisor a lot to say, Should I stay at this hotel or not? And I looked and saw. I look at a lot of the bad reviews? Because I want to know if someone posts a bad review, did management say something because I believe if I have a bad experience, at least I know they'll be there and they'll help me out. Because every once in a while you're gonna have a bad experience. It's just the way it is.

**Shawn Hill 7:33**

And it's the evolution right, the evolution of a relationship. Because if you see a review from three years ago that says this business showed up late and wasn't on time. And then you see

two years ago, they weren't on time and a year ago, they weren't on time, it became a trend. And if that's important to you, as a consumer, that's probably going to steer the other way. Because I've always said I think when people read reviews good, bad or indifferent, they're really looking for themselves. Do you find you're doing that same thing? You talked about something that identified TripAdvisor? Like someone's saying, hey, this beach is like this. And you're like, I'm not that type of person. That's a great review, but doesn't identify.

**Barry Moltz 8:06**

So if someone says, I'm looking at your phone and says, Well, this was a great place for a family vacation, I'm on a business trip, I skipped to the next one. Right? So again, you're right, Shawn, you want to see yourself in those reviews, because again, it goes like this. If this company services this person pretty well, if I'm similar to them, chances are, I'll have a good experience as well. I don't even read the product descriptions that the hotels or people put out there, I just read the reviews that show how important it is.

**Sean Hill 8:34**

That's a very interesting point that you bring up because we talk about there's a recent stat that it was it was I believe, is 12 times more credible. And what a salesperson saying and we repeat marketing is they say, if you have your reviews front and center, that's going to get them to the sales call, right? And then that's when they're ready to receive that message. Instead of perhaps, don't say something from the step one, because obviously you have to be out front in that regard, but kind of building that trust and into that gateway, which goes back to Alright, if they're identifying people through their reviews, is there something a business owner should be doing while asking or through their review system to ensure that they're getting different stories, because the one complaint that we hear is, I get a bunch of five star reviews with no detail or anything that you can just go to get that

**Barry Moltz 9:20**

five star review. It was great. And that was it. Yeah, I think you should ask them for as much detail as possible. Because again, we always learn through stories as much as you can tell a story in your review of the specific circumstances you know about, so for example, I'll review a hotel I got in late at night. My plane was delayed, and there was someone right at the counter. They said you look like you've had a long plane ride. I know you checked in online already. Here's your thing. I'll get you right to your room. The more specifics I can give you, sometimes I arrived late to hotels. I know when you're taking care of. I have to worry about that. So start trying to get them to tell stories in their reviews.

**Shawn Hill 10:05**

And you talked about replying, or getting back or seeing how management changes their reviews, we have to talk about the bad reviews. In a way, I'm a big proponent that every review is a marketing opportunity, right? Because you can show how you're going to learn and grow. And then in the future show proof that you've done that. Even the mid range ones, your three or four shows that you're able to identify that. Maybe we don't have that expectation, but here's the steps you're going to take. Is it past the time that businesses should be quote unquote, fearful,

and doing shady tactics like review gating and things like that, to avoid bad reviews, or Rick finally reached the time of look, embrace feedback, just actually use it and learn from it.

**Barry Moltz 10:45**

I tell small businesses, they grow up, not everybody is going to like you, then everyone is going to have an amazing review or amazing experience, find out what you did wrong, go out and fix it and make sure that chances are, it doesn't happen again. So for example, I just bought some fancy pool furniture from the front gate, it came damaged, right? So I posted on the website saying, hey, this, I bought this expensive furniture from the front gate, it came damage, I showed some pictures, they responded literally within an hour. Right to that they had me contact them, they're sending new furniture, no cost, and I can keep the old stuff. So to me, I'm going to write and say, Hey, this is really what happened, I think that really helps them in the review process, more than just a positive review. If you turn around a client from a negative to positive, they're going to tell that story much more than just had a good time.

**Shawn Hill 11:40**

Yeah, and I love each of the photos you added, obviously to show like your experience. And that's the power that the customer has, because as the business owner, you also have the ability to use visuals obviously to your advantage, but to help tell the complete story. So crafting perhaps if you're taking a photo, there's work you're doing, you get that great review matching those together. That tells the complete story. But I find that a lot of businesses just haven't really adopted or really taken to the visual mediums and not necessarily want to be clear here that videos are great. I find video testimonials tend not to travel as well. But the studies really aren't behind the show it goes so I think tech space for the review sake. But like photos, videos of your crew, and your team really helps to build that connection further. But it seems that not many people are taking it on. In your opinion. Why hasn't that happened?

**Barry Moltz 12:28**

Well, I think it takes more time. And I think that I mean, again, the reason that I posted pictures, is because I want to show the damage that really came. Because again, I'm a customer experience not and I wanted them to be able to appreciate what really had happened. Again, you buy from a first rate company, you expect to get first rate products. I think that visuals, I think that videos don't travel well because it takes too long. People want to read something quint about the review for a handful of seconds, and then move on to the next one. It's not each individual one, it's them combined together. I know the way that I shop a lot of times on Amazon is that I won't buy anything that doesn't have 20 reviews or more, whether positive or negative, right? I want to make sure there's a core number of people that have purchased these things. And if this one has 10,000 reviews versus something that has 60,000 reviews, even if it's a little bit more negative, I'll buy the one that had 60,000 Because I feel well the bad Jetstar has a better experience. It's just the way that I do things. The problem, Shawn, is that small business owners don't pursue a marketing strategy to get these reviews, even though they understand how important it is. They just don't have a mechanism in place to do it.

**Shawn Hill** 13:44

Do you think that is a product of just being so focused on getting the craft right and not worrying about the full complement? Because I always bring up restaurants, for example. They put the tip right on the receipt right on the bill. Right? They tell you like this is your time to give us the feedback. We're putting it right

**Barry Moltz** 14:02

Here and what the tip percentage should be with the \$1 amount. So you have to do the math in your head.

**Shawn Hill** 14:06

Exactly. I love words like oh, 50% good this great like I lose things. And it's funny in that industry, it doesn't seem to be an issue. But for a nice shout out in particular, a lot of home service professionals. That doesn't seem to be the case. Do you think it's because of the focus on the craft? Do you think it's just this over politeness that seems to carry on what does that bear you think that's keeping most people.

**Barry Moltz** 14:27

I think it's the same bearer? Well, people don't automate their marketing or have a consistent marketing strategy. They just don't. They're so focused on delivering their product or service. They're not thinking about the sales and marketing pipeline. And so they just don't have the tools to do it. They don't get around to it. But there are tools available now like nice jobs where you can actually automate it. Once you set it up. It just happens and it just goes. It takes a little time to set it up. But then you can get a whole pipeline of reviews just like for sales and marketing. They just don't think about it. And they haven't discovered the tools that can help them.

**Shawn Hill** 15:04

And it also becomes like customer driven growth. So now one customer is helping you get another customer. And that cycle builds on. And that's such a great foundation to build a business on. Because now not only are you getting feedback that's going to help you craft your culture, your systems, your processes, but now you're getting this referral system going. And one thing in particular I didn't want to touch on was, we looked over the past two years or so pandemics and lock downs and things like that. I feel like the businesses that use reputation as part of the foundation are the ones that came through the strongest. Have you seen the same?

**Barry Moltz** 15:38

Absolutely, because again, when things are down, right, people are going to go back to their most trusted source because they have some comfort in it. And if you had a solid relationship now, that being said, it was also a time, I believe, the last year and a half, where loyalty was up for grabs, right? Because people are doing things differently. I mean, I'll tell the story where I've been traveling on American Airlines for 40 years. I have 3 million miles on that airline, but during the pandemic, they decided they were not going to keep the middle seat on the airplane vacant. And for whatever reason, maybe it's nonsensical, but I felt more safe having the middle seat

vacant. So I stopped flying American Airlines. And I started flying Southwest Airlines because they kept the middle seat open. So now post pandemic, now that I'm vaccinated, I won't say that all the time, I fly southwest now, but I fly southwest a heck of a lot more than I did before the pandemic, because I'm aware of them and the experience that I had.

**Shawn Hill 16:34**

You talk about loyalty in Europe, but it also is about identifying and it's almost like American say, these are the type of customers that we're getting, I mean, they'll try to serve anywhere they can. But this is the type we're looking for. And so sometimes making changes, either big or small, kinda affects that relationship. But I think it also goes back to the reason you want to make a connection and accept that feedback is established right away that this is a relationship, right? That no matter what,

**Barry Moltz 17:00**

You bring up the idea of relationship, this is what customers want, they don't just want to buy your product or service, they can pretty much get that anywhere. They want to have a relationship, they want to have an experience with you. They want to know that they're part of something, right? Why do you think you know, people at Harley Davidson and Apple and you know, I'm a cyclist, so I love the specialized brand, or Rafa or something like that. We want to feel like we're part of a larger community. And that requires having personal experience with your company. And the good news is, there's all sorts of electronic tools to make sure that personalized experience happens. It used to be that you had to apply people to have a personalized experience, right? I don't know if you remember when people used to pump your gas at gas stations right. Now, if you don't want to pump your gas, you still go to New Jersey, and you go to Oregon, right? They pump the gas for you. But they used to come out in uniforms. They used to clean your windshield, look at your oil, vacuum your car, but they had to pay people for that service. But now computers can do it for that and personalize everything. I mean, we all remember that when Amazon started when I would log on to their site with cookies, it would say, Hi, Barry, how are you, you would call me by name. Versus when I go to the Gap store down the street, which I've been 12 times, they had no idea who I was or what I bought from them. So they want a relationship.

**Shawn Hill 18:20**

And it brings up an interesting point because you talked about pumping gas and I spent a lot of time living in New Jersey. I do know how to pump my own gas can't say the same for my sister. But the interesting part about it though, is the frustration of someone else pumping your gas, as you saw the pump get easier. So it was that weird sort of balance of I became more critical of how quickly I was being serviced. How quickly I saw the pump click. Why don't I have my receipt? Why am I sitting here waiting for you? Is that my expectations? Because it seems so easy, it became a little bit higher. Right? I never before when they were still doing card swipes and things like that thought about how quick gas should be until I went over the bridge that Pennsylvania realized it's a boom bid the bid and done. It's funny that now customers you're talking about online chat bots and things like that have this desire to want to be a part of the process. Even more, I think gone are the days where I'm just calling the expert. And it goes,

people are doing research before they call. And they're looking to constantly be in contact with those things. And that speaks to your point of embracing technology a little bit and really diving into it. And making sure that you don't stress yourself out thin as a person also ensures that you're matching the needs of your customer. And

**Barry Moltz 19:36**

I think you have to think about it differently. I wrote my third book that talks about what the current customer experience looks like in a self service world? People would much rather schedule an appointment online, then call the scheduled appointment. Most people would rather order online than call then call a person or something like that. So the expectations have changed and you have to make that interface with your company, that conversation that electronic conversation with company a lot easier, or the way that people want to consume your product or service. Now, certainly, if you have an older generation customer, where your customers in the 80s name is a little bit different, but most other people would rather just do self serve. I mean, it's funny because self serve started back in the 20s of the 40s. With the auto mats. In New York, I don't know if you're familiar with the automat where you know, these put the sandwiches in the vending machine used to take them out. And that was all self serve. And that was popular. And then of course, it moved into the ATM cards right with Barclays. And then you didn't need to tell her anymore. But what's very interesting to me, Shawn is the only area that is self serve really, it's not really been the preference, the preferable way is really when you check into a hotel, they've tried. So their chicken hotel, except for Las Vegas, because, of course, things are different there. But people want to be welcomed into your home by another person. And the people behind the desk. Now if you've noticed the fancy hotels, they come around the side of the desk, and they give you the key. And there's less of the division. Yeah, so you got to know your audience.

**Shawn Hill 21:10**

Yeah, I didn't really think about that. But the last time I checked in the hotel, that's exactly what happened. And it's a small subtle thing, but it's fine. I didn't really recognize it. So as I tried to, I guess, as a non-traditional marketer, someone that you know, and that that people side of things look, that's why they're doing that. And that one went aside, but it definitely felt more of a comforting thing. But Barry, I know there's plenty of avenues, we could still explore and go down. I like to keep these nice and digestible. And I always tell the audience if they flood our inbox saying that we want Barry back, we will schedule Part Two or Part Three, whatever we sort of need. But before I let you go, I want to ask you the question we've been asking all the guests here in season three, is a pretty simple one, or maybe a challenging one. So for you to decide you can take it any way you like either business or personal but what do you embrace more, challenges or opportunities?

**Barry Moltz 21:59**

I embrace challenges. There's no question about that, because I want to see if I can accomplish something that most people haven't been able to accomplish. So for example, this past summer, I'm a century rider. So I've written a lot of 100 mile rides, I decided that I want to ride 150 miles across Michigan in one day, the rest of my team said that was crazy, you'll never do it. I trained



for and I accomplished it. And that was a huge challenge because I want to bail to meet my goal. I'm a very goal oriented person. In fact, next summer, I'm gonna run across Wisconsin, it's 235 miles. It'll be a while before I get to Texas, but I want to keep putting those challenges in place.

**Shawn Hill** 22:39

I love that. Not only you personally challenge yourself, but talking about goal setting and focusing on that. So I know a lot of our listeners will identify with that answer as well. If someone's not ready to pop on the helmet and the cycling shoes and catch you across Wisconsin, but they want to hear more about you or they want to check you out sort of way. I'll kind of give a shout out there, host of the Small Business Radio show that you need to have me on. Nice job sponsoring a couple episodes over there as well. But if someone wants to get in touch or learn more about you where to redirect them,

**Barry Moltz** 23:08

Just go to my website, which is [barymoltz.com](http://barymoltz.com), or any of the social media I'm at Barry Moltz. Except for tick tock still don't do tick tock.

**Shawn Hill** 23:22

Right, he's just trying to gear up on all the dances officially launched on the block, I just don't have the moves. Very, thank you so much. For all those that are watching or listening. We have all those links in description down in the show notes as well. And I'm having a feeling I put it on screen in the editing. So you can see it right there. So be sure to connect with Barry, pick up some of those books as well. We just ordered a nice job crew, we ordered a couple over here. And our team's gonna start diving through them. Barry, thank you so much. Take the time out of your day to join us here at the Nice Job Podcast and have a great rest of your day.

**Barry Moltz** 23:51

Thanks Sean. You did a nice job.

**Shawn Hill** 23:53

I had a feeling Barry was waiting the entire conversation to drop that line. Especially thanks once again to Barry Moltz for joining me on the show. I had the opportunity to be on his program as well, Small Business Radio, invite you to check out those episodes, and he was a proud sponsor of that show as well. So why not subscribe to both? Alright, let me get to my three key takeaways from this episode. My first takeaway was when Barry was actually talking about his hotel experience, and how subtle changes had a larger impact. The small reception coming from behind the desk to handle the key to meet you at a level without a desk in the middle. We talked about the feeling that conveyed and I would invite you to think about your own business as there's some small subtle change you can make to increase a certain feeling that might be enough to put your customer experience far above your competitors. A second key takeaway and knew this was coming. I asked for reviews, very talked about how critical it is but also with opinions being able to be shared so quickly. And so broadly Now, with the digital landscape, it's really important that you're gathering feedback from every single opportunity you can. My final

takeaway is how to take those bad into the good. Barry talked about how customers nowadays are looking as much for how you turned a bad customer into a good customer or a bad experience into a good experience. More so than just these glowing reviews. So don't be afraid to face customers that may be unhappy. Find out how you can take them from dissatisfied to satisfied. And you'll find that that story alone is enough to get you on the path of customer driven growth and absolutely imperative to businesses in this day and age. The only way to do that is to make sure that you're showing up for every single opportunity. If you have any comments on this episode, or a takeaway that I didn't mention, be sure to drop us an email [podcast@nicejob.com](mailto:podcast@nicejob.com) at the top of the show, ask you once again, we'd love for you to drop some reviews on our little show here. Apple podcasts, Google podcasts, wherever you're listening. We'd love to hear your feedback. We'll be back next week with episode 67. I'm your host Sean Hill. Until then, I hope you're healthy, happy and safe. And don't forget to have a little fun out there as well.